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# **Visitor Services Project Whitman Mission National Historic Site**

**Visitor Services Project Report 56  
Cooperative Park Studies Unit**

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# **Visitor Services Project Whitman Mission National Historic Site**

**Dwight L. Madison**

**Report 56**

January 1994

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Dwight Madison is VSP Eastern Coordinator, National Park Service, based at the Cooperative Park Studies Unit, University of Idaho. I thank the staff at Whitman Mission National Historic Site for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

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# **Visitor Services Project Whitman Mission National Historic Site**

## **Report Summary**

- This report describes the results of a visitor study at Whitman Mission National Historic Site during June 27 to July 3, 1993. A total of 290 questionnaires were distributed and 242 returned, an 83% response rate.
- This report profiles Whitman Mission National Historic Site visitors. A separate appendix has visitors' comments about their visit; this report and the appendix contain a comment summary.
- Visitors were often in family groups (74%). Twenty-six percent of visitors were 15 years old or younger; 26% were 36-50 years old. Most (70%) were first time visitors to Whitman Mission.
- Visitors from foreign countries comprised 6% of the visitation. Seventy-seven percent of the U.S. visitors came from Washington and Oregon, with smaller numbers from many other states.
- Eighty-eight percent of the visitors reported staying two hours or less at Whitman Mission. Seventy-nine percent of visitors reported visiting the visitor center.
- Visitors most often used previous visits (32%), advice from friends and relatives (27%) and maps (26%) as sources of information about the park. Ninety-four percent of the visitors did not feel that Whitman Mission National Historic Site was difficult to locate.
- The most commonly used interpretive/information services were the visitor center exhibits (93%), the park brochure (81%) and the ranger at the information desk (76%). The ranger at the information desk, the visitor center exhibits and the park brochure received the highest quality ratings.
- The most commonly used facilities were the parking area (97%), the trails (90%) and the restrooms (84%). The restrooms, the sales publications area and the parking area received the highest quality ratings.
- Local sites most often visited were the Fort Walla Walla Museum (34%), Whitman College (24%) and Pioneer Park (23%). Ninety-five per cent of visitors said noise, modern structures, and air or other types of pollution did not interfere with their experience at Whitman Mission.
- Most visitors (64%) would prefer that the Mission House area be maintained as it is now.
- Visitors made many additional comments.

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| <p>For more information about the Visitor Services Project, please contact<br/>Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies<br/>Unit, College of Forestry, Wildlife and Range Sciences,<br/>Moscow, Idaho 83844 or call (208) 885-7129.</p> |
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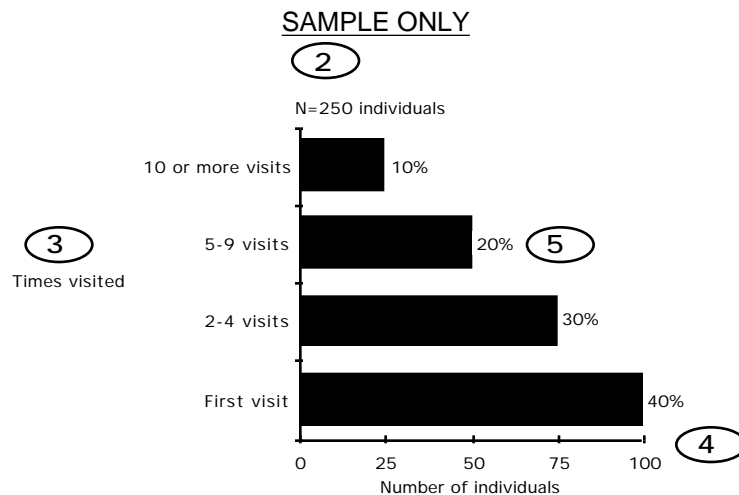
## INTRODUCTION

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This report describes the results of a study of visitors at Whitman Mission National Historic Site (referred to as "Whitman Mission"). This visitor study was conducted June 27 to July 3, 1993 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

A Methods section discusses the procedures and limitations of the study. The Results section follows, including a summary of visitor comments. Next, a Menu for Further Analysis helps managers request additional analyses. The final section has a copy of the Questionnaire. The separate appendix includes a comment summary and the visitors' unedited comments.

Many of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



(1) Figure 4: Number of visits

- 1: The figure title describes the graph's information.
  - 2: Listed above the graph, the 'N' shows the number of visitors responding and a description of the chart's information. Interpret data with an 'N' of less than 30 with **CAUTION!** as the results may be unreliable.
  - 3: Vertical information describes categories.
  - 4: Horizontal information shows the number or proportions in each category.
  - 5: In most graphs, percentages provide additional information.
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## METHODS

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### General strategy

Interviews were conducted and questionnaires distributed to a sample of selected visitors visiting Whitman Mission National Historic Site during June 27 to July 3, 1993. Visitors completed the questionnaire during or after their trip and then returned it by mail.

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### Questionnaire design and administration

The questionnaire design used the standard format of previous Visitor Services Project studies. See the end of this report for a copy of the questionnaire.

Visitors were sampled as they entered the visitor center at Whitman Mission National Historic Site. Every fifth visitor was chosen for the sample, based on a sampling plan similar to visitor studies at other National Park sites. Selected visitor groups were greeted, briefly introduced to the purpose of the study and asked to participate. If visitors agreed, the interview took approximately two minutes. These interviews included determining group size, group type and the age of the adult who would complete the questionnaire. This individual was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard.

Two weeks following the survey, a reminder-thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey.

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### Data analysis

Returned questionnaires were coded and the information entered into a computer. Frequency distributions and cross-tabulations were calculated using a standard statistical software package, "Statistical Analysis System" (SAS). Respondents' comments were summarized.

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This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 241 visitor groups, Figure 4 presents data for 760 individuals. A note above each figure's graph specifies the information illustrated.

**Sample size,  
missing data  
and reporting  
errors**

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions create missing data and cause the number in the sample to vary from figure to figure. For example, although 242 questionnaires were returned, Figure 1 shows data for only 241 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions and so forth, turn up in the data as reporting errors. These create small data inconsistencies.

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Like all surveys, this study has limitations which should be considered when interpreting the results.

**Limitations**

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.

2. The data reflect visitor use patterns of visitors to the selected sites during the study period of June 27 to July 3, 1993. The results do not necessarily apply to visitors during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure or table.

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## RESULTS

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### Visitors contacted

Two hundred ninety visitor groups were contacted; 100% accepted questionnaires. Two forty-two visitor groups completed and returned their questionnaires, an 83% response rate.

Table 1 compares information collected from the total sample of visitors contacted and the actual respondents who returned questionnaires. Non-response bias was insignificant.

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**Table 1: Comparison of total sample and actual respondents**

| Variable                  | Total sample |      | Actual respondents |      |
|---------------------------|--------------|------|--------------------|------|
|                           | N            | Avg. | N                  | Avg. |
| Age of respondent (years) | 290          | 48.2 | 238                | 48.6 |
| Group size                | 290          | 3.63 | 241                | 3.65 |

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### Demographics

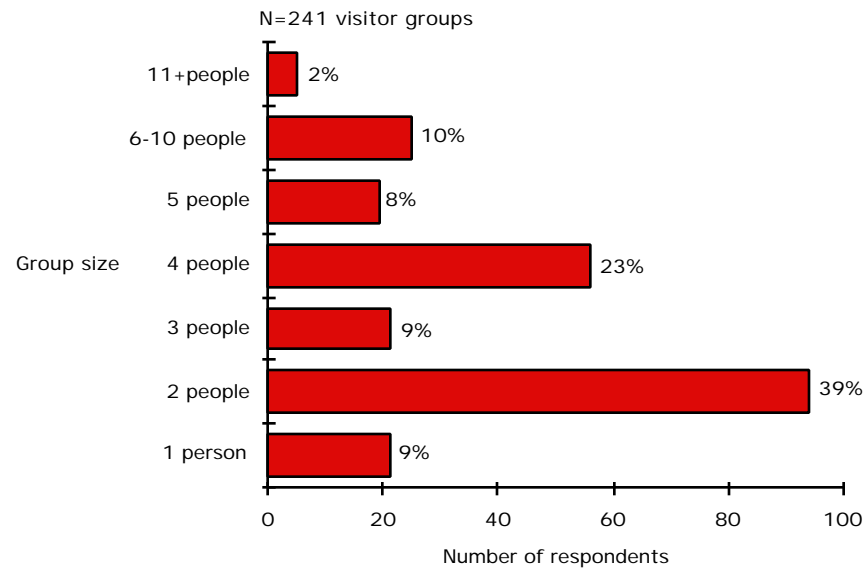
Figure 1 shows group sizes, which varied from one person to 54 people. Eighty percent of Whitman Mission visitors came in groups of four people or less. Seventy-four percent of visitors came in groups identified as family, as shown in Figure 2.

Ninety three percent of visitors identified themselves as white, not of Hispanic origin as shown in Figure 3. Figure 4 shows varied age groups; the most common were visitors aged 15 or younger (26%) and 36-50 years old (26%). Most visitors (70%) were first-time visitors (see Figure 5).

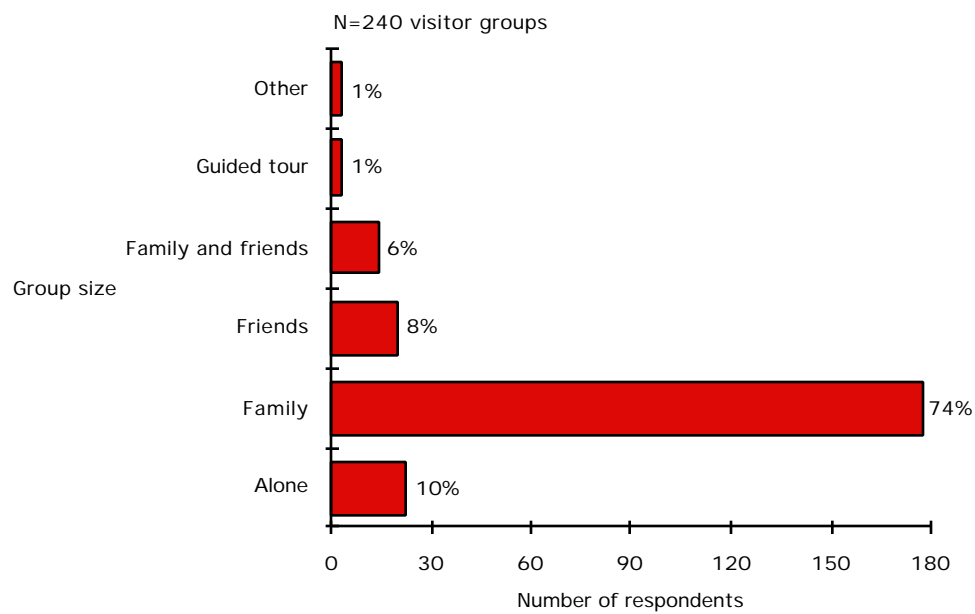
Visitors from foreign countries comprised 6% of all visitation. Map 2 and Table 3 show that the many of the U.S. visitors came from Washington, Oregon and California.

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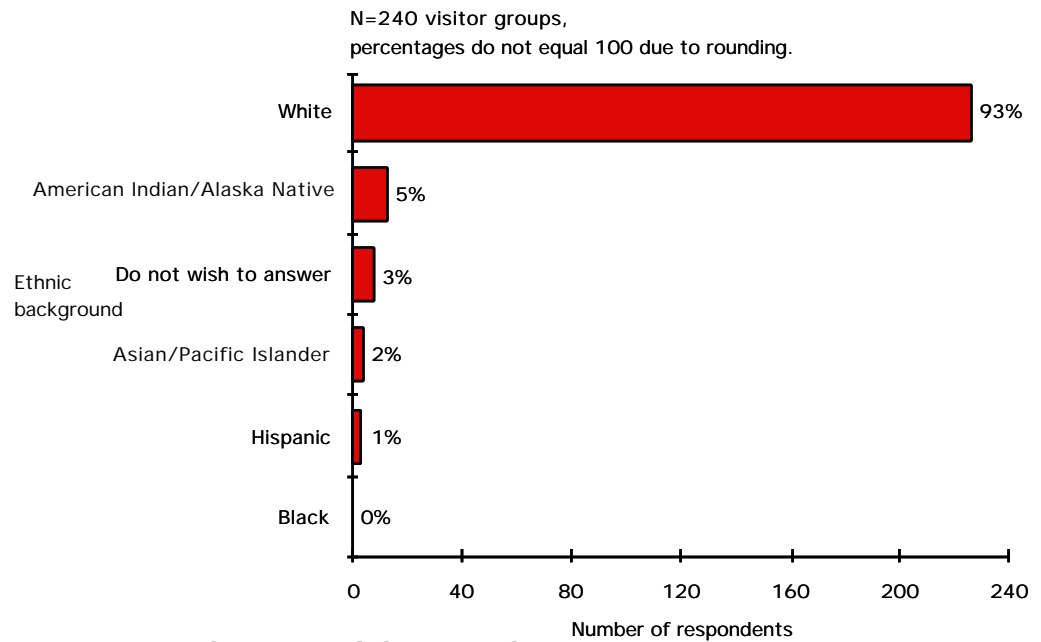




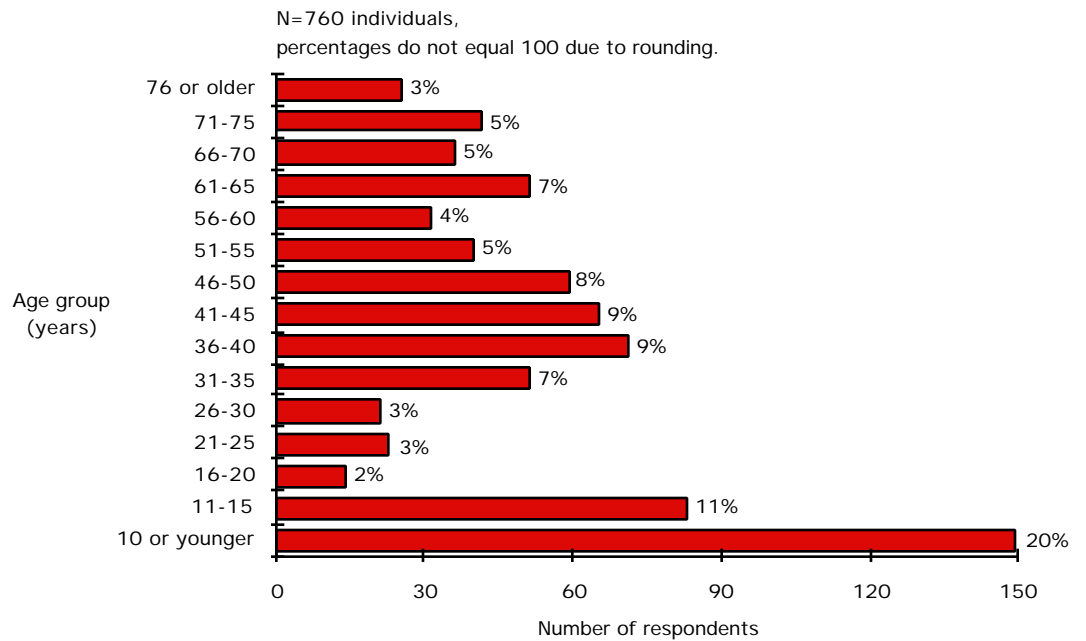
**Figure 1: Visitor group sizes**



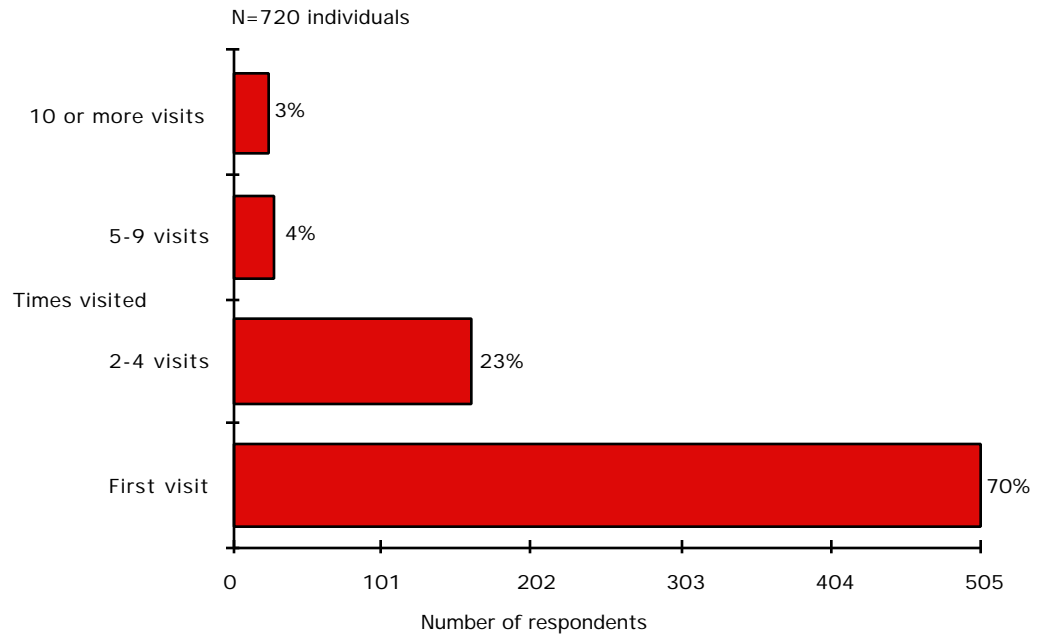
**Figure 2: Visitor group types**



**Figure 3: Visitor ethnic backgrounds**



**Figure 4: Visitor ages**



**Figure 5: Number of visits**



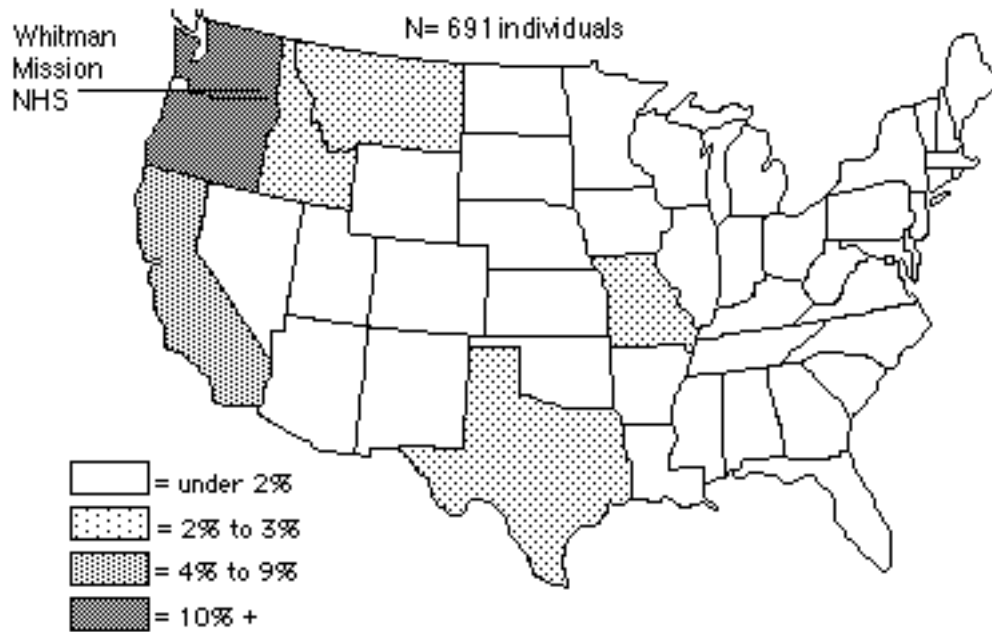
**Map 1: Proportion of international visitors by country**

**Table 2: Foreign visitors by country of residence**

N=14 individuals

**CAUTION!**

| Country   | Number of individuals | % of international visitors |
|-----------|-----------------------|-----------------------------|
| Canada    | 8                     | 57                          |
| Egypt     | 4                     | 29                          |
| Australia | 2                     | 14                          |



**Map 2: Proportion of visitors from each state**

**Table 3: Proportion of visitors from each state**

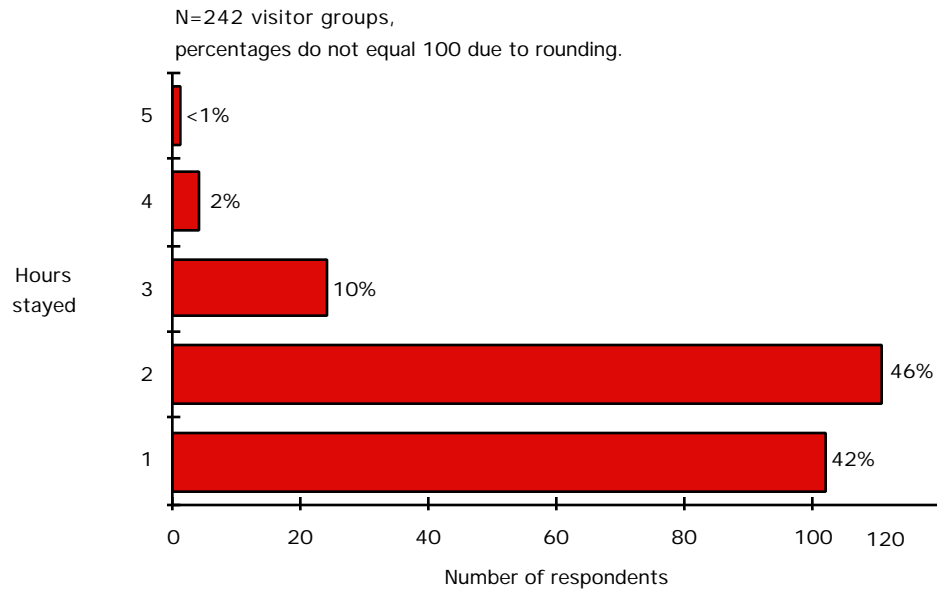
N=691 individuals;  
percentages do not equal 100 due to rounding.

| State                      | Number of individuals | % of visitors |
|----------------------------|-----------------------|---------------|
| Washington                 | 368                   | 53            |
| Oregon                     | 165                   | 24            |
| California                 | 25                    | 4             |
| Idaho                      | 18                    | 3             |
| Texas                      | 13                    | 2             |
| Missouri                   | 12                    | 2             |
| Montana                    | 11                    | 2             |
| Other states (26) and D.C. | 79                    | 11            |

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**Length of stay**

Eighty-eight percent of visitors reported staying two hours or less at Whitman Mission (see Figure 6).



**Figure 6: Length of stay**

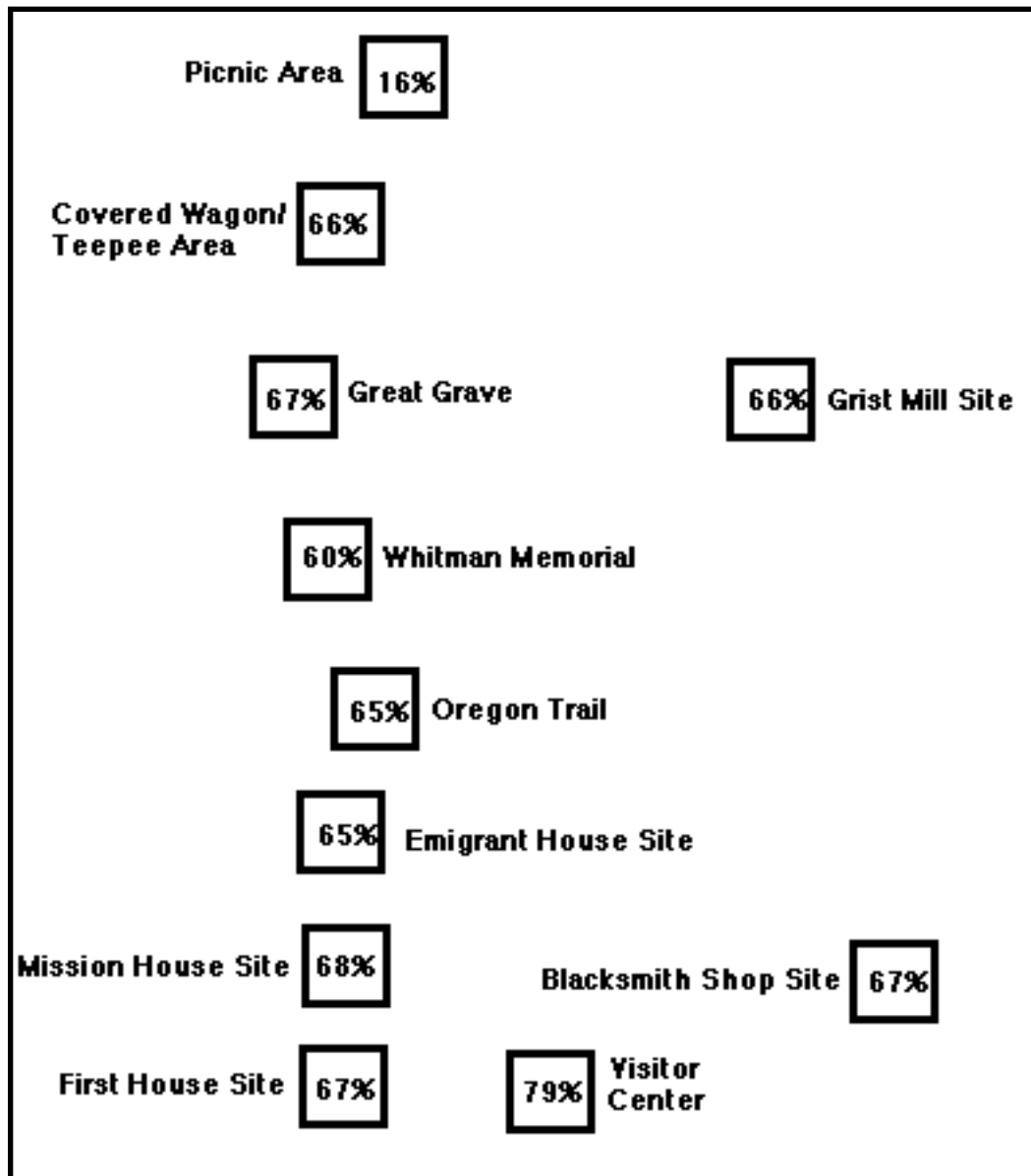
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Visitors indicated the sites they visited at Whitman Mission. Map 3 shows the proportion of visitors visiting each site. The visitor center was the most visited site.

**Sites  
visited**

N=242

percentages do not equal 100 because visitors could visit more than one site

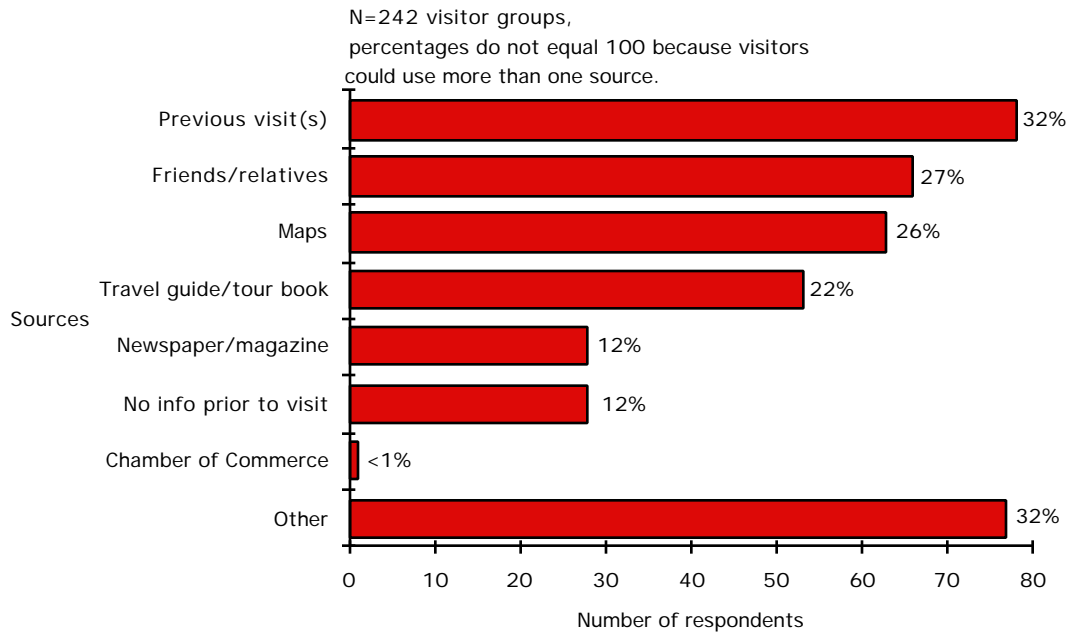


**Map 3: Sites visited**

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**Sources of  
park  
information**

As shown in Figure 7, the most often used sources of information about the park were previous visits (32%), advice from friends and relatives (27%), and maps . "Other sources" included history books, schools, and signs on highway.



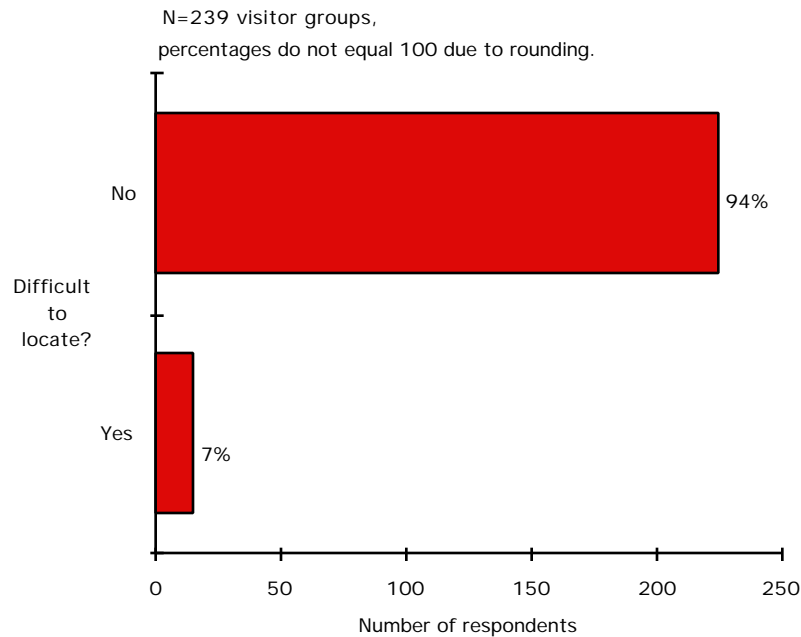
**Figure 7: Sources of park information**

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The visitors were asked: Did you and your group find it difficult to locate Whitman Mission National Historic Site?" Figure 8 shows that 94% responded no. Those visitors who answered yes were also asked how could locating the park be made easier. Most stated that placing more signs in Walla Walla along the highway and streets that lead to the site would be the best way to improve locating the site.

## Locating site

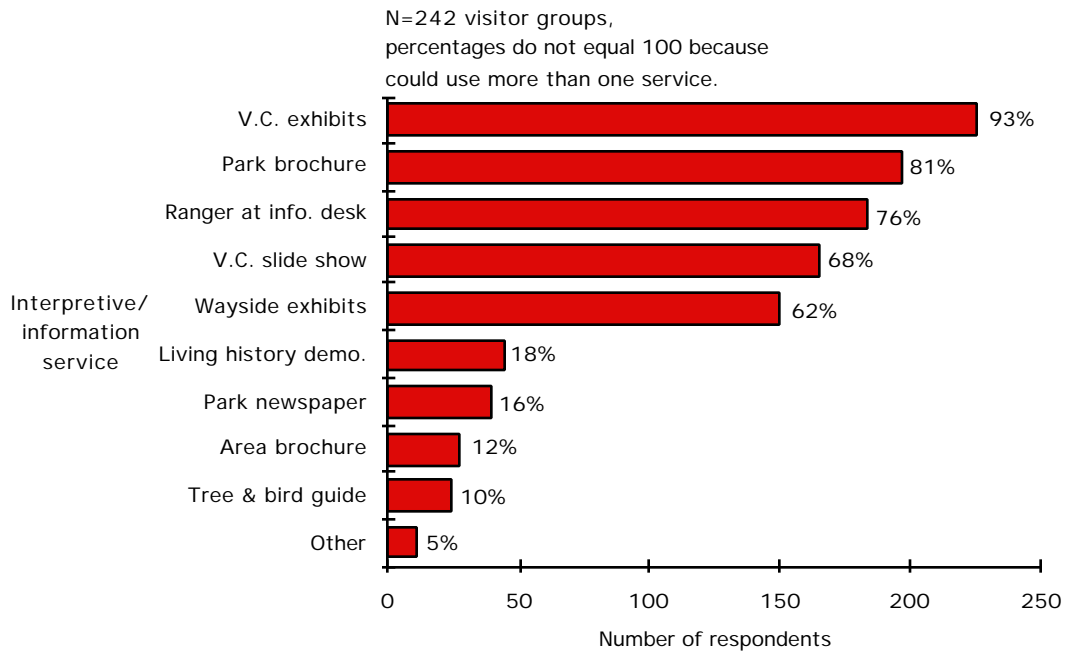


**Figure 8: Site difficult to locate**

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**Interpretive/  
information  
services  
used and  
quality**

The most commonly used interpretive/information services at Whitman Mission were the visitor center exhibits (93%), park brochure (81%) and the ranger at the information desk (76%), as shown in Figure 9. The least used service was the tree and bird guide (10%). "Other" was identified as signs and park personnel.



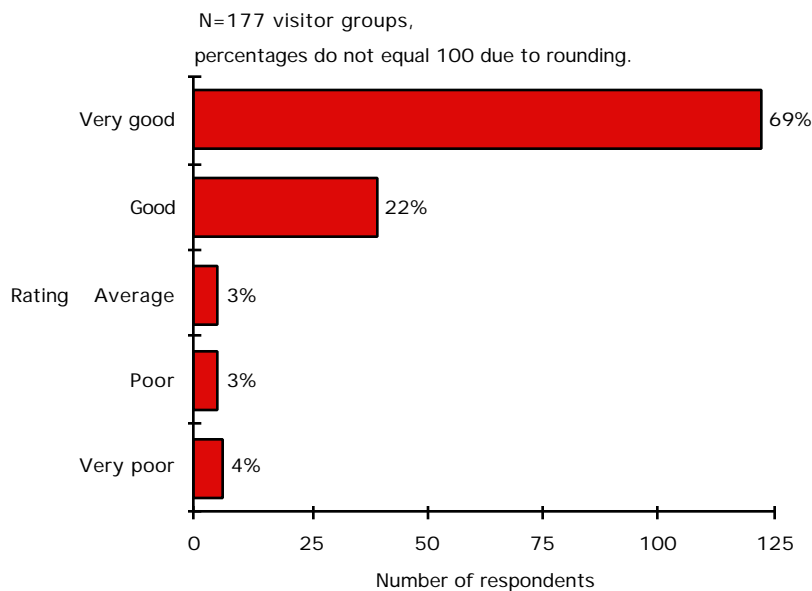
**Figure 9: Use of interpretive/information services**

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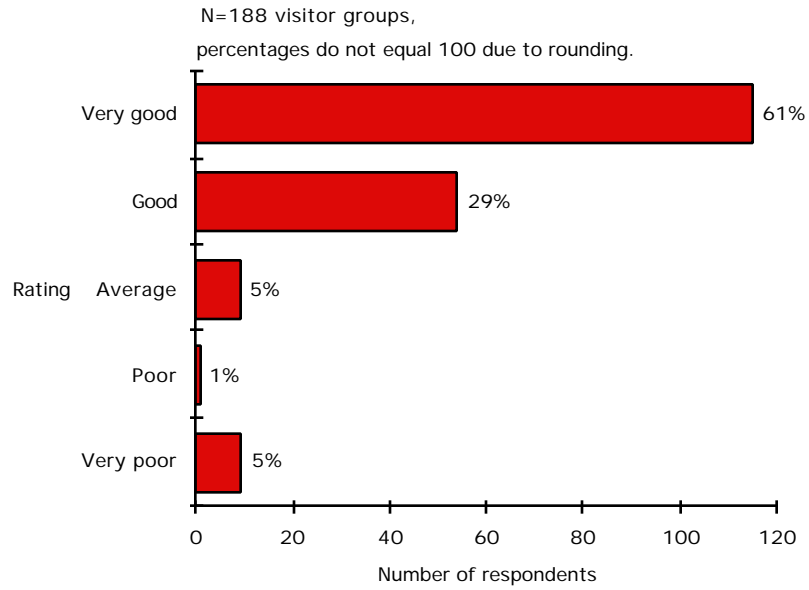
Visitors rated the quality of services they used. They used a five point scale (see the box below).

| QUALITY |            |
|---------|------------|
| 1       | =very good |
| 2       | =good      |
| 3       | =average   |
| 4       | =poor      |
| 5       | =very poor |

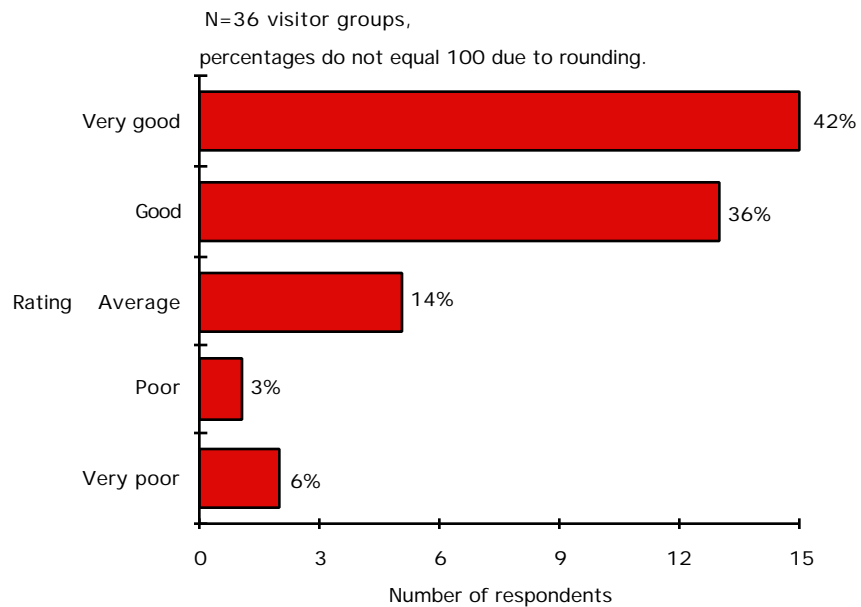
Figures 10-19 show that several services were given high "good" to "very good" ratings: the ranger at the information desk (91%), visitor center exhibits (91%), and the park brochure (90%). The services receiving the highest "poor" to "very poor" ratings were living history demonstration (15%), and the park newspaper (9%).



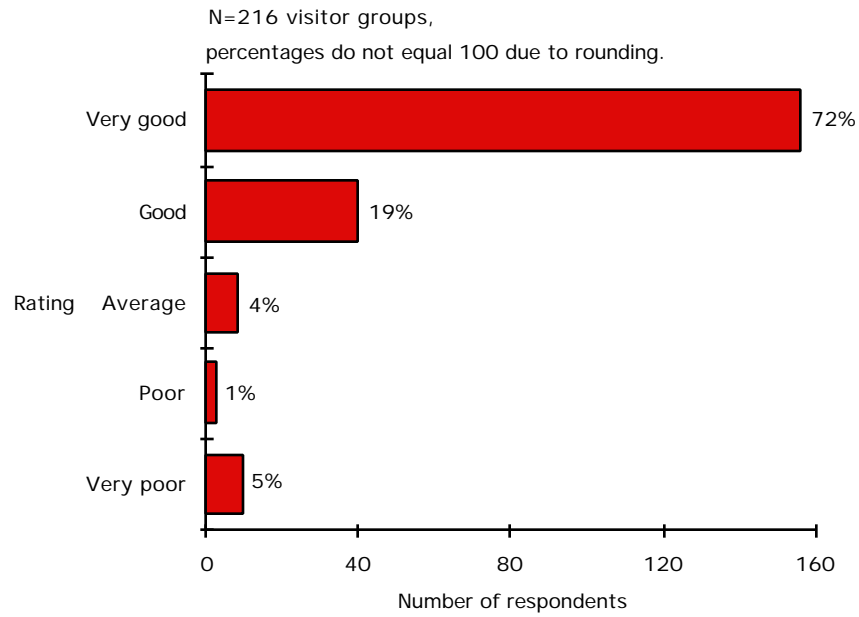
**Figure 10: Quality of ranger at information desk**



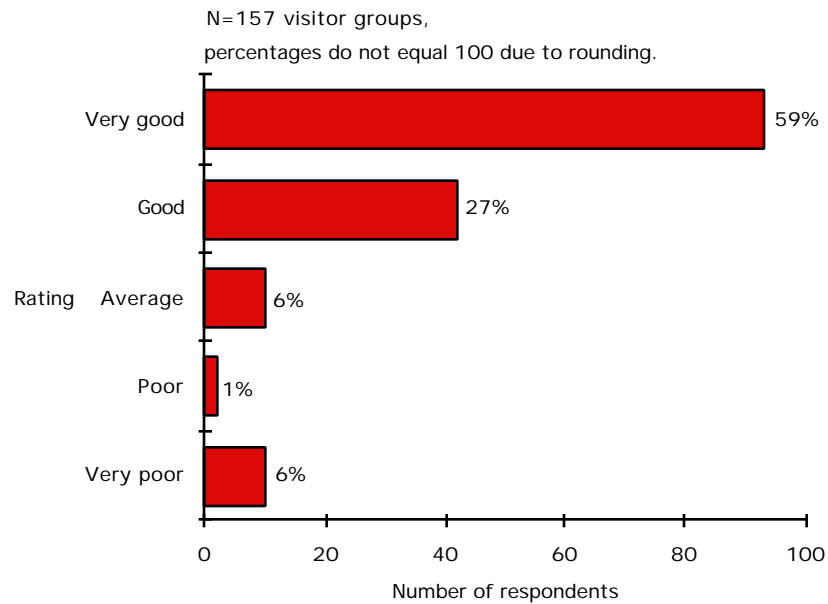
**Figure 11: Quality of park brochure**



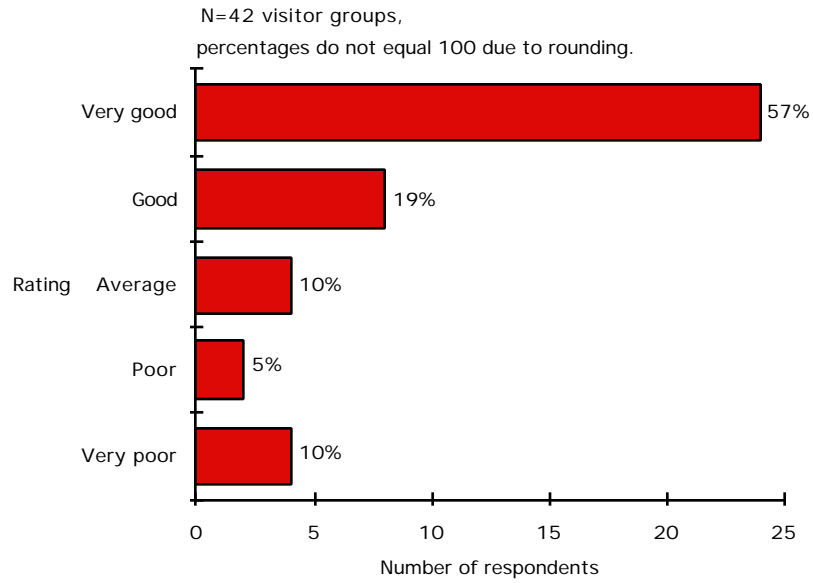
**Figure 12 Quality of park newspaper**



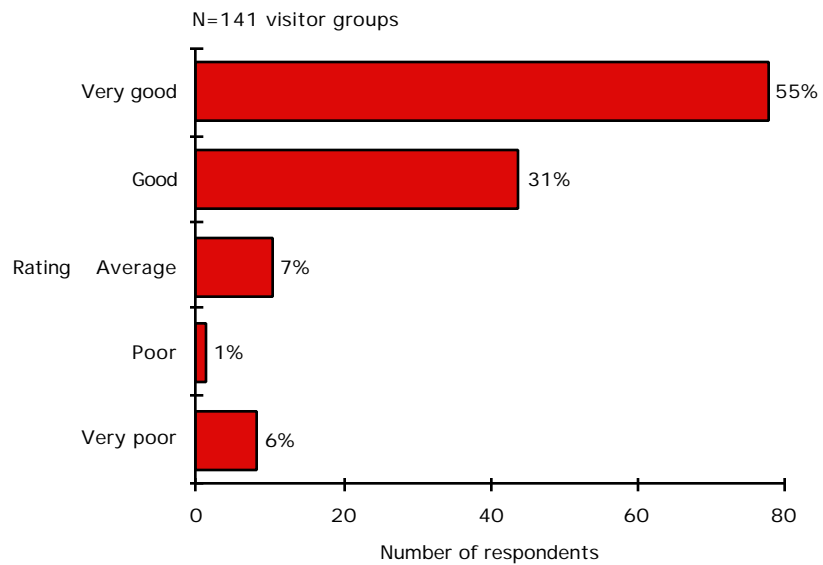
**Figure 13: Quality of visitor center exhibits**



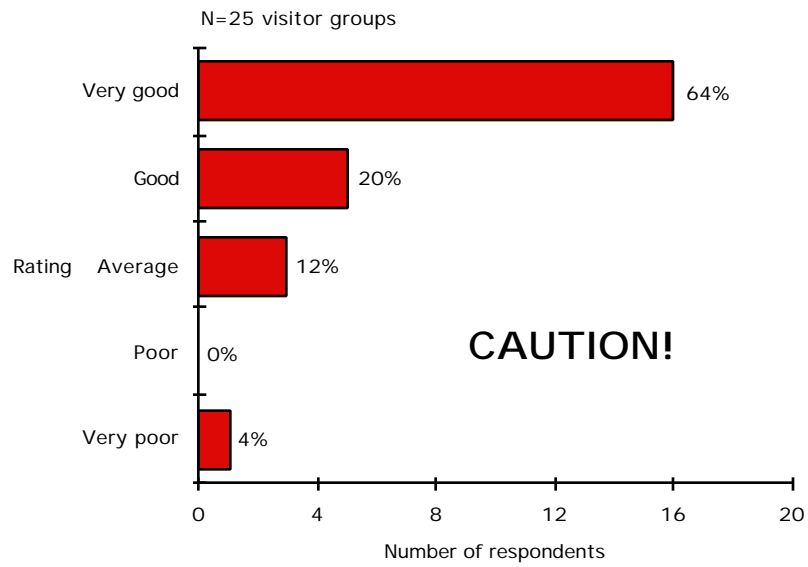
**Figure 14: Quality of visitor center slide show**



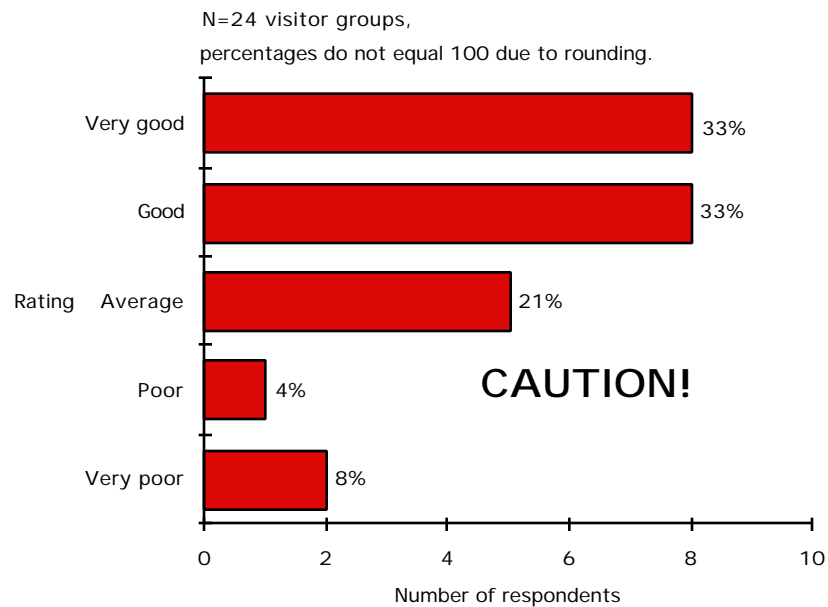
**Figure 15: Quality of living history demonstration**



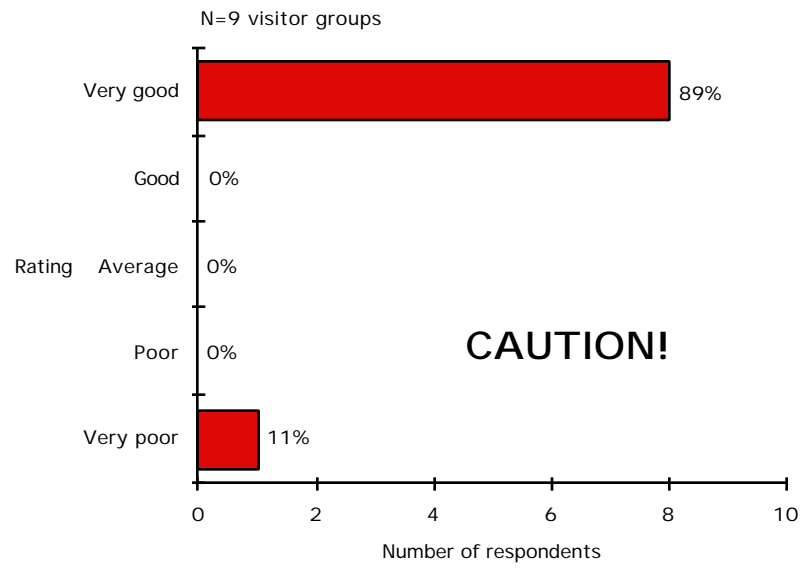
**Figure 16: Quality of wayside exhibits**



**Figure 17: Quality of surrounding area brochures**



**Figure 18: Quality of tree and bird guide**

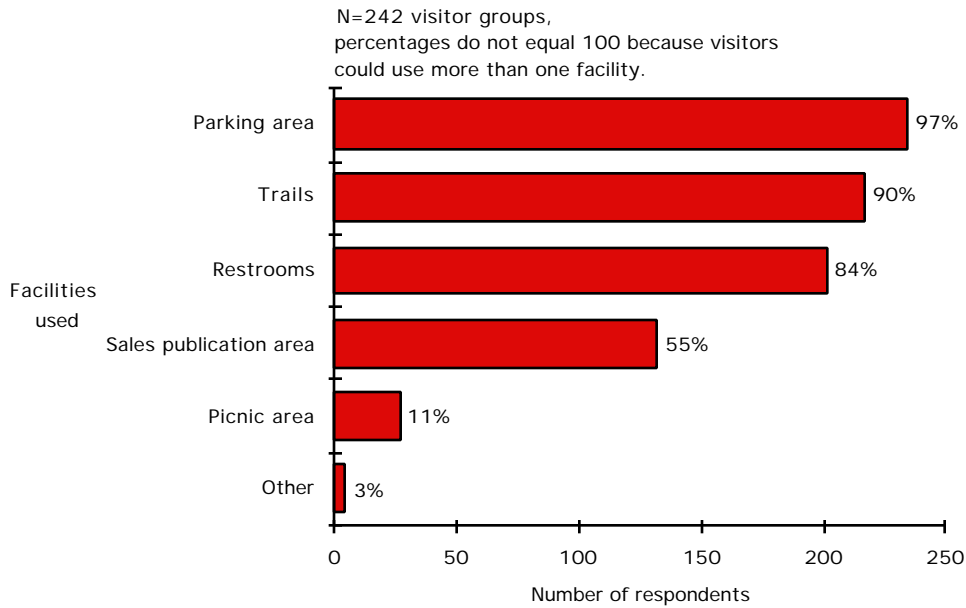


**Figure 19: Quality of "other" interpretive/information services**



The most commonly used facilities at Whitman Mission National Historic Site were the parking area (97%), trails (90%) and the restrooms (84%), as shown in Figure 20. The least used service was the picnic area (11%). "Other" was identified as drinking fountains and the grounds.

### Facilities use and quality

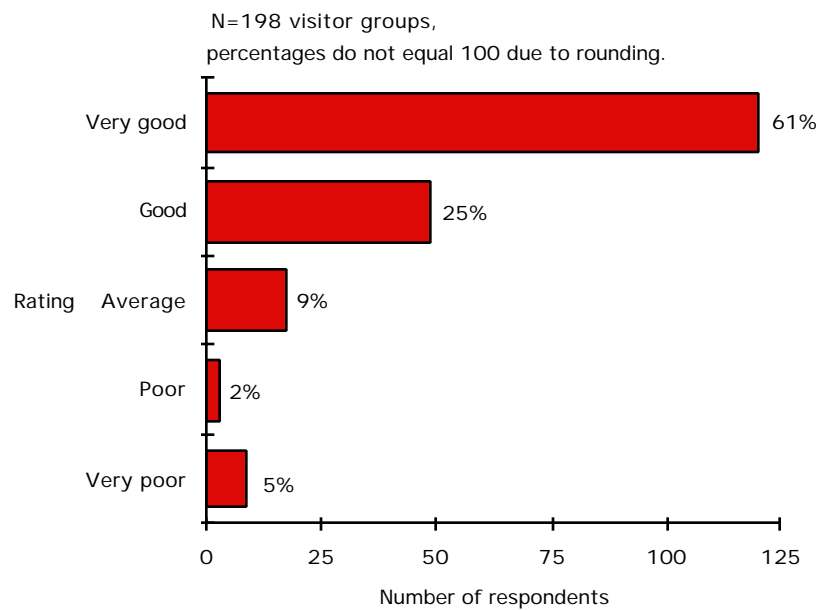


**Figure 20: Use of facilities**

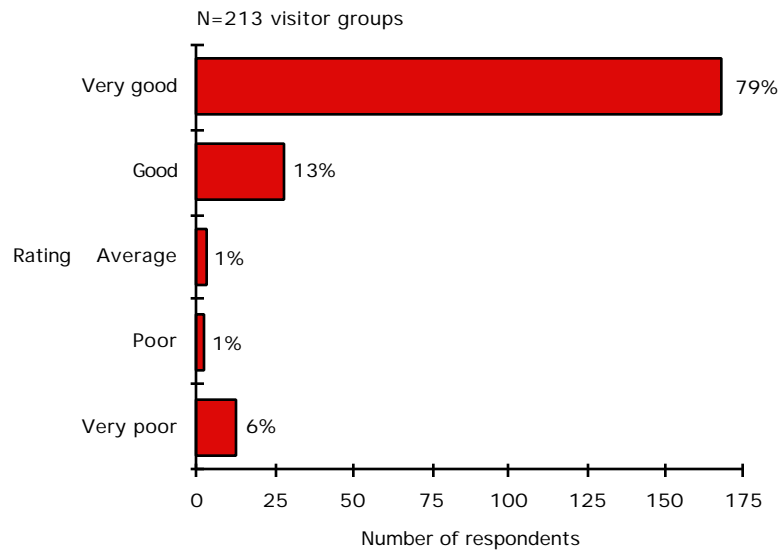
Visitors rated the quality of facilities they used. They used a five point scale (see the box below).

| QUALITY |            |
|---------|------------|
| 1       | =very good |
| 2       | =good      |
| 3       | =average   |
| 4       | =poor      |
| 5       | =very poor |

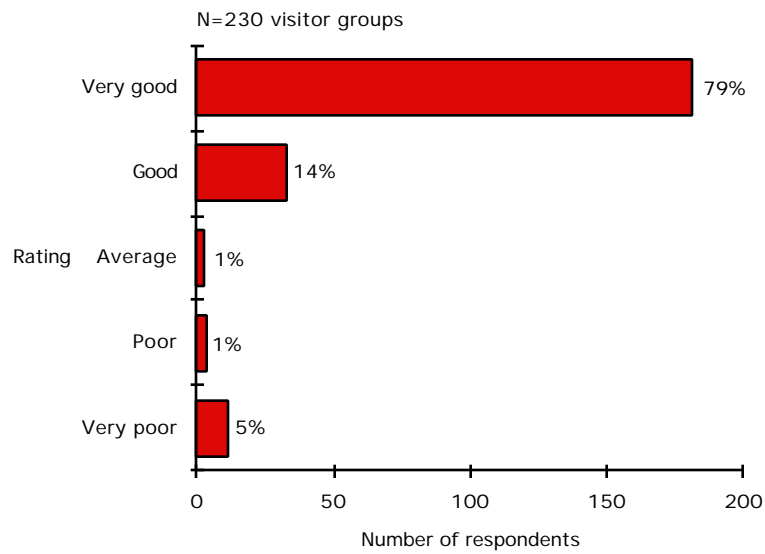
Figures 21-26 show that several facilities were given high "good" to "very good" ratings: the parking area (93%), trails (92%), restrooms (86%) and sales publication area (85%). The services receiving the highest "poor" to "very poor" ratings were restrooms (7%), and trails (7%).



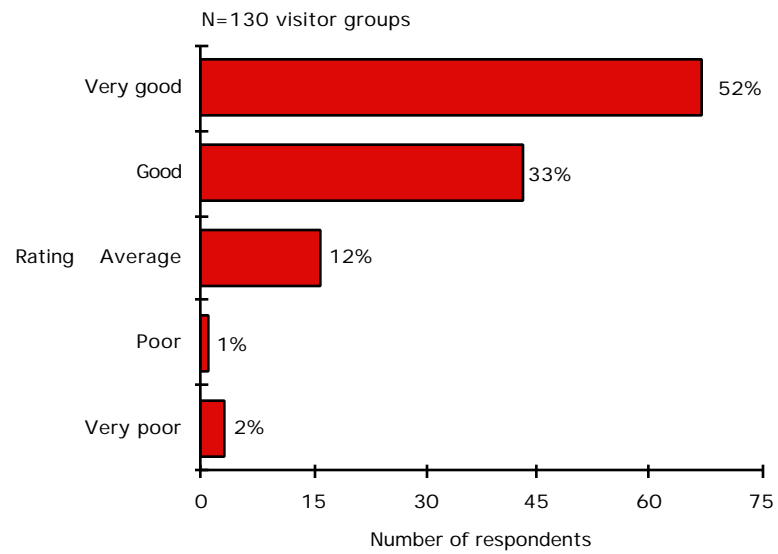
**Figure 21: Quality of restrooms**



**Figure 22: Quality of trails**



**Figure 23 Quality of parking area**

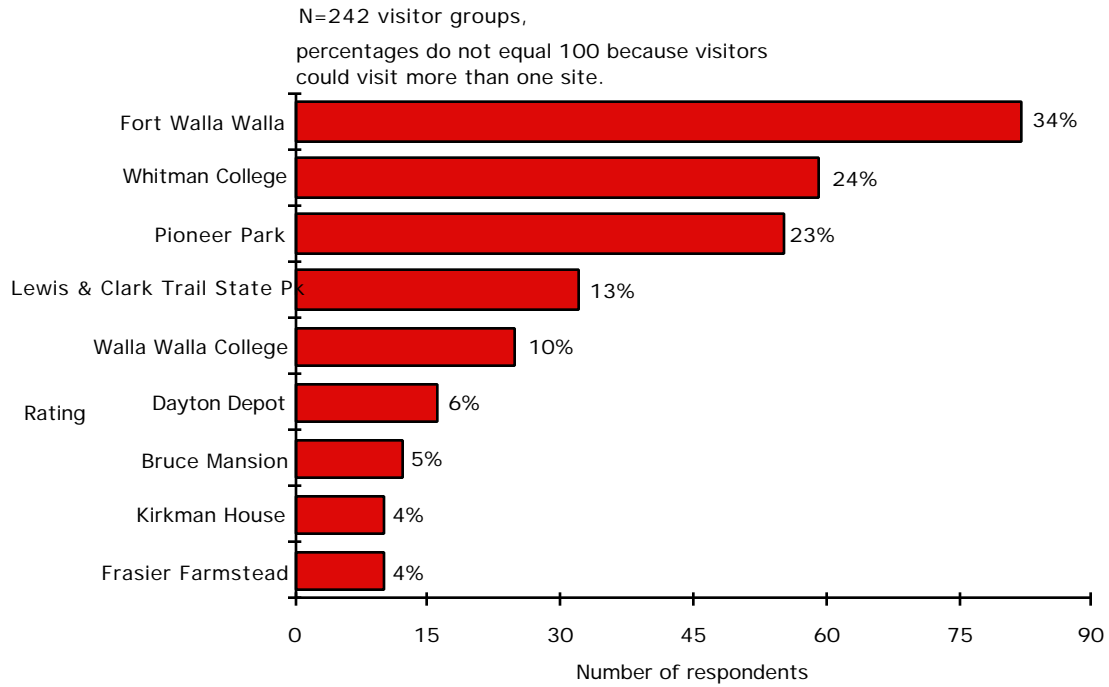


**Figure 24: Quality of sales publication area**



**Figure 25: Quality of picnic area**

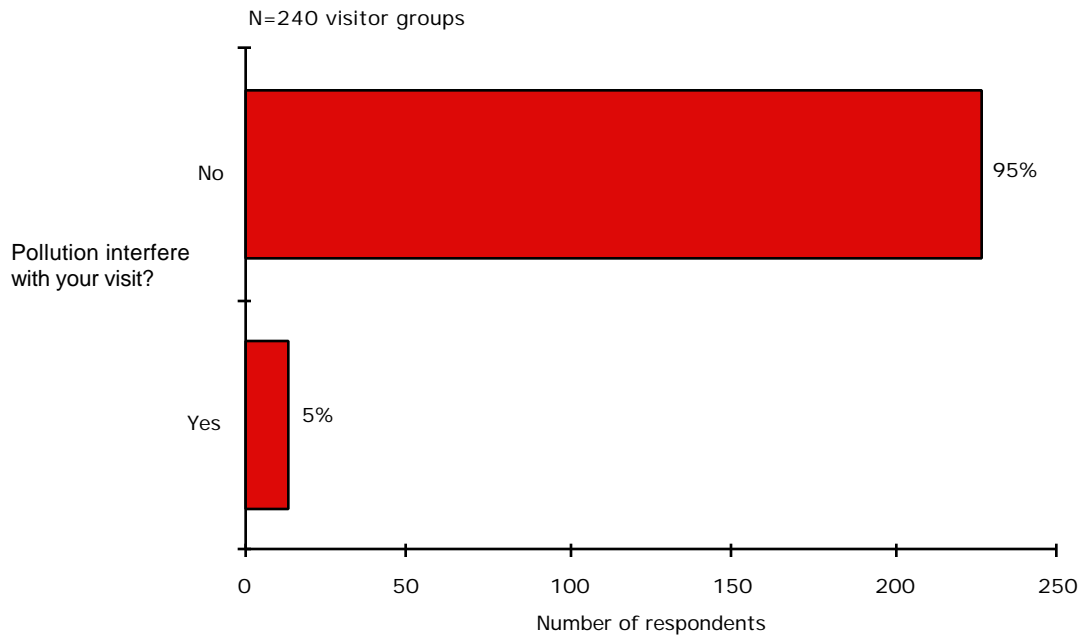
Visitors were asked what sites they visited or planned to visit on this trip. **Local sites** The sites most often visited were the Fort Walla Walla museum (34%), Whitman **visited** College (24%) and Pioneer Park (23%), as shown in Figure 27.



**Figure 26: Local sites visited**

### **Pollution Interference upon visitor experience**

Visitors were asked, "During this visit, did noise, modern structures, air or other types of pollution interfere with your experience?" Figure 28 shows that 95% said no. Those visitors who said yes were asked how pollution interfered with their experience. A summary of their comments appear below



**Figure 27: Pollution interference upon visitor experience**

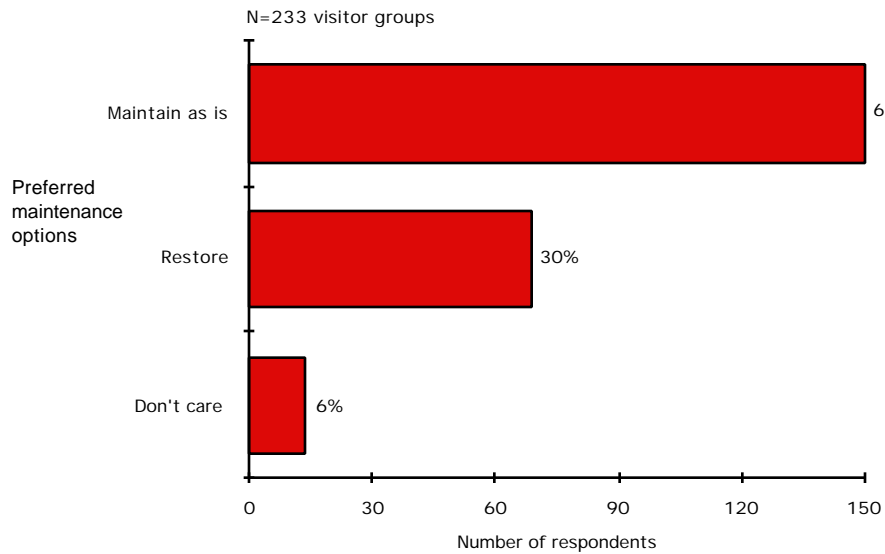
**Table 4: What pollution interfered with experience**

N=14 comments;  
many visitors made more than one comment.

| Comment                            | Number of<br>times mentioned |
|------------------------------------|------------------------------|
| Noxious weeds                      | 2                            |
| Lawn mowers being used at the site | 2                            |
| Other comments                     | 10                           |

Visitors were asked how they would like the Mission House area maintained in the future. Figure 29 shows that 64% prefer that the park maintain the area as it is now.

**Maintenance  
options  
visitors  
prefer**



**Figure 28: Preferred maintenance options**

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**Ideas/  
messages  
learned from  
exhibits/  
services**                      Visitors were asked to write in their own words the main ideas  
(messages) that they learned from the exhibits and other services offered  
at Whitman Mission National Historic Site. Their comments are  
summarized below.

**Table 5: Ideas /messages learned**

N=252 comments;  
many visitors made more than one comment.

| Comment   | Number of<br>times mentioned |
|---|------------------------------|
| Better understanding of what occurred at the site       | 36                           |
| Misunderstanding caused tragedy                         | 29                           |
| Learned of hardships of the people                      | 27                           |
| Learned about the history of the Whitmans               | 17                           |
| Learned about the history of the area                   | 16                           |
| Learned more about the local Indians                    | 14                           |
| Admiration for pioneers & missionaries                  | 13                           |
| Conflict between native Americans and settlers          | 12                           |
| Whitmans did not respect Indian culture                 | 11                           |
| Learned about the role of the Oregon Trail in the area  | 9                            |
| Understand why Whitmans died                            | 8                            |
| Whitmans had courage & dedication                       | 7                            |
| Cayuse Indians indifferent to Christianity              | 4                            |
| Whitmans brought Christian religion to the area         | 3                            |
| Whitmans helped people                                  | 3                            |
| Learned about the lifestyle of local people in that era | 3                            |
| Whitmans suffered hardships to spread their religion    | 3                            |
| Whitmans tried to change Indians                        | 3                            |
| Learned about the work of the early missionaries        | 2                            |
| Plan to convert the Indians harmed settlers and Indians | 2                            |
| Indians did not value human life                        | 2                            |
| Learned that the mission was a way station              | 2                            |
| Indians were brave                                      | 2                            |
| Exhibit led to other questions                          | 2                            |
| Other comments  | 22                           |

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Many visitors wrote additional comments, which are included in the separate appendix of this report. Their comments are summarized below and in the appendix. Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy.

N=221 comments;  
many visitors made more than one comment.

| Comment | Number of<br>times mentioned |
|---------|------------------------------|
|---------|------------------------------|

### PERSONNEL

|                                |   |
|--------------------------------|---|
| Whitman staff friendly/helpful | 8 |
| Ranger rude/unfriendly         | 2 |
| Site appears to be overstaffed | 2 |

### INTERPRETIVE SERVICES

|   |    |
|---|----|
| Like museum displays                          | 13 |
| Whitman story presented as too one-sided      | 5  |
| Enjoyed the slide show                        | 4  |
| Living history of mission should be portrayed | 3  |
| More details about pioneer conditions         | 3  |
| Enjoyed Cowboy poet                           | 2  |
| More info about flora                         | 2  |
| Exhibit room set up is confusing              | 2  |
| I miss the old displays                       | 2  |
| Other comments                                | 20 |

### FACILITIES AND MAINTENANCE

|   |    |
|---|----|
| Mission buildings should be reconstructed | 20 |
| Grounds well maintained                   | 17 |
| Other comments                            | 5  |

### CONCESSIONS

|                |   |
|----------------|---|
| Other comments | 2 |
|----------------|---|

### VISITOR SERVICES PROJECT

|                             |   |
|-----------------------------|---|
| VSP ranger friendly/helpful | 3 |
|-----------------------------|---|

### GENERAL IMPRESSIONS

|                                       |    |
|---------------------------------------|----|
| Enjoyed the visit                     | 30 |
| I have visited here before            | 11 |
| Interested in Oregon Trail experience | 10 |
| Enjoyed the history                   | 8  |

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|                                     |   |    |
|-------------------------------------|---|----|
| Glad our history is being preserved |   | 6  |
| Keep up the good work               |   | 4  |
| Site is peaceful/quiet              |   | 4  |
| Good learning experience            |   | 3  |
| Not enough time                     |   | 3  |
| Great view from the top of the hill |   | 2  |
| Site is a tribute to the Whitmans   |   | 2  |
| Appreciate the NPS                  | 2 |    |
| Will visit again                    |   | 2  |
| Studied about site in school        | 2 |    |
| Other comments                      |   | 17 |

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## MENU FOR FURTHER ANALYSIS

Park personnel who wish to see other tables, graphs, and maps to learn more about their visitors may request such information from the VSP. Two kinds of analyses are available:

- 1) Two-way comparisons compare two characteristics. For example, to learn about which facility this visit a particular age group used request a comparison of facilities used by age group, to learn how the facilities visitor used this visit varied among group types, request a comparison of facilities used by group type.
- 2) Three-way comparisons compare a two-way comparison to a third characteristic. For example, to learn about what interpretive/information services were used by different visitor group types and sizes, request a comparison of interpretive/information services used by group type by group size; to learn about what interpretive/information services were used by different age groups by group type, request a comparison of interpretive/information services by age groups by group type.

Consult the list of characteristics for Whitman Mission National Historic Site visitors; then complete the appropriate blanks on the order form. Make a copy of the order form which follows the example below.

### SAMPLE

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**Visitor Services Project  
Analysis Order Form  
Whitman Mission National Historic Site  
Report 56**

Date of request: \_\_\_\_/\_\_\_\_/\_\_\_\_

Person requesting analysis: \_\_\_\_\_

Phone number (commercial): \_\_\_\_\_

The following list has the variables available for comparison from the visitor survey conducted in your park. Use this list to find the characteristics for which you want to request additional two-way and three-way comparisons. Be as specific as possible-- you may select a single program/service/facility instead of all that were listed in the questionnaire.

- |  |  |                        |
|--|--|------------------------|
| • Group size                             | • Length of stay                               | • Number times visited |
| • Group type                             | • Sites visited                                | • Ethnic background    |
| • Age                                    | • Facilities use                               | • Sources of park info |
| • State residence                        | • Interpretive/information services use        | • Locating site        |
| • Country residence                      | • Quality of facilities                        | • Maintenance options  |
| • Interferences among visitor activities | • Quality of interpretive/information services |                        |

Two-way comparisons (write in the appropriate variables from the above list)

\_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_

Three-way comparisons (write in the appropriate variables from the above list)

\_\_\_\_\_ by \_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_ by \_\_\_\_\_

\_\_\_\_\_ by \_\_\_\_\_ by \_\_\_\_\_

Special instructions \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Mail to:  
**Visitor Services Project, CPSU  
College of Forestry, Wildlife, and Range Sciences  
University of Idaho  
Moscow, Idaho 83843-4199**

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## QUESTIONNAIRE

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## Visitor Services Project Publications

Reports 1-4 (pilot studies) are available from the University of Idaho Cooperative Park Studies Unit. All VSP reports listed below are available from the parks where the studies were conducted.

### 1985

5. North Cascades National Park Service Complex

### 1986

6. Crater Lake National Park

### 1987

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park
10. Colonial National Historical Park
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

### 1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

### 1989

21. Everglades National Park
22. Statue of Liberty National Monument
23. The White House Tours, President's Park
24. Lincoln Home National Historical Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

### 1990

28. Canyonlands National Park
29. White Sands National Monument
30. National Monuments
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Battlefield
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

### 1991

38. Jean Lafitte National Historical Park
39. Joshua Tree National Monument
40. The White House Tours, President's Park
41. Natchez Trace Parkway
42. Stehekin-North Cascades National Park/Lake Chelan National Rec. Area
43. City of Rocks National Reserve
44. The White House Tours, President's Park

### 1992

45. Big Bend National Park
46. Frederick Douglass National Historic Site
47. Glen Echo Park
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park
53. Arlington House The Robert E. Lee Memorial

### 1993

54. Belle Haven Park/Dyke Marsh Wildlife Preserve
55. Santa Monica Mountains National Recreation Area
56. Whitman Mission National Historic Site

For more information about the Visitor Services Project, please contact  
Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative  
Park Studies Unit, College of Forestry, Wildlife and Range Sciences,  
Moscow, Idaho 83843-4199 or call (208) 885-7129.







**Visitor Services Project**  
**Whitman Mission**  
**National Historic Site**  
**Appendix**

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# **Visitor Services Project Whitman Mission National Historic Site**

## **Appendix**

**Dwight L. Madison**

**Report 56**

**January 1994**

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Dwight Madison is VSP Eastern Coordinator, National Park Service based at the Cooperative Park Studies Unit, University of Idaho. I thank the staff at Whitman Mission National Historic Site for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

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## Visitor Comment Summary

N=221 comments;  
many visitors made more than one comment.

| Comment                                       | Number of<br>times mentioned |
|---|------------------------------|
| <b>PERSONNEL</b>                              |                              |
| Whitman staff friendly/helpful                | 8                            |
| Ranger rude/unfriendly                        | 2                            |
| Site appears to be overstaffed                | 2                            |
| <b>INTERPRETIVE SERVICES</b>                  |                              |
| Like museum displays                          | 13                           |
| Whitman story presented as too one-sided      | 5                            |
| Enjoyed the slide show                        | 4                            |
| Living history of mission should be portrayed | 3                            |
| More details about pioneer conditions         | 3                            |
| Enjoyed Cowboy poet                           | 2                            |
| More info about flora                         | 2                            |
| Exhibit room set up is confusing              | 2                            |
| I miss the old displays                       | 2                            |
| Other comments                                | 20                           |
| <b>FACILITIES AND MAINTENANCE</b>             |                              |
| Mission buildings should be reconstructed     | 20                           |
| Grounds well maintained                       | 17                           |
| Other comments                                | 5                            |
| <b>CONCESSIONS</b>                            |                              |
| Other comments                                | 2                            |
| <b>VISITOR SERVICES PROJECT</b>               |                              |
| VSP ranger friendly/helpful                   | 3                            |
| <b>GENERAL IMPRESSIONS</b>                    |                              |
| Enjoyed the visit                             | 30                           |
| I have visited here before                    | 11                           |
| Interested in Oregon Trail experience         | 10                           |
| Enjoyed the history                           | 8                            |
| Glad our history is being preserved           | 6                            |
| Keep up the good work                         | 4                            |
| Site is peaceful/quiet                        | 4                            |
| Good learning experience                      | 3                            |
| Not enough time                               | 3                            |
| Great view from the top of the hill           | 2                            |
| Site is a tribute to the Whitmans             | 2                            |
| Appreciate the NPS                            | 2                            |
| Will visit again                              | 2                            |
| Studied about site in school                  | 2                            |
| Other comments                                | 17                           |

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Printing Instructions for  
Whitman Mission National Historic Site  
Draft Report

Whitman Mission National Historic Site Draft Report

I need 2 bound copies

Both copies should have a **gray front & back cover**

Inside Title page should be Xeroxed on white paper (single page).

Report Summary page should be Xeroxed on blue paper (single page).

Table of contents page should be Xeroxed on white paper (single page).

Pages 1-30 should be duplexed on white paper.

Analysis order form should be Xeroxed on white paper (single page)

Page 32 (Questionnaire title page) should be Xeroxed on white paper (single page).

Questionnaire section duplex on white paper

Publications page on inside back cover page.

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Printing Instructions for  
Whitman Mission National Historic Site  
Report & Appendix

Whitman Mission National Historic Site Report

**I need 27 copies : 26 bound copies and 1 copy unbound.**  
All copies should have a **gray front & back cover**

Inside Title page should be on white paper (single page).  
Report Summary page should be Xeroxed on blue paper (single page).  
Table of contents page should be Xeroxed on white paper (single page).

Pages 1-30 should be duplexed on white paper.

Analysis order forms should be on white paper (single page )

Page 32(Questionnaire title page) should be Xeroxed on white paper (single page).

Questionnaire section duplex on white paper

**\*\* NPS D 18 January 1994 page** should be facing back cover page  
(the one that has the publications listed)

Whitman Mission National Historic Site Appendix Section

**I need 9 copies : 8 bound copies and 1 copy unbound.**  
All copies should have a **gray front & back cover** .

Inside Title page should be Xeroxed on white paper (single page).

Page 1 (comment summary) xerox on blue paper.

Visitor comment pages duplex on white paper.

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| Sheet number | Group size | Respondent Age |
|--------------|------------|----------------|
| 1            | 53         | 754            |
| 2            | 75         | 756            |
| 3            | 49         | 800            |
| 4            | 62         | 752            |
| 5            | 49         | 926            |
| 6            | 47         | 873            |
| 7            | 64         | 861            |
| 8            | 50         | 769            |
| 9            | 52         | 806            |
| 10           | 52         | 832            |
| 11           | 63         | 820            |
| 12           | 59         | 862            |
| 13           | 118        | 813            |
| 14           | 53         | 772            |
| 15           | 73         | 818            |
| 16           | 79         | 880            |
| 17           | 53         | 861            |
| 18           | 2          | 47             |

1053

14002

Total

290 contacts

no refusals

242 returned

83.4% return rate

Group size  $1053/290=3.63$ Respondent age  $14002/290=48.2$